



7TH ANNUAL INSURANCE DIVERSITY SUMMIT
HOSTED BY THE CALIFORNIA DEPARTMENT OF INSURANCE

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MONDAY, OCTOBER 1, 2018
THE CALIFORNIA ENDOWMENT, LOS ANGELES

WORKSHOP D: LEVERAGING SOCIAL MEDIA, MODERATOR



Imelda Alejandrino
AP42 Integrated Marketing, Inc. – CEO
Insurance Diversity Task Force Member

Imelda Alejandrino Brings with her over 20 years of producing result-driven and award-winning work as both an art director and creative director. As the founder and chief evangelist behind AP42, she has formed a top-quality team driven by a successful combination of creative quality, strategic focus and client services. It's a business model that has enabled her to maintain successful relations with a veritable Who's Who of leading brands: Pacific Gas & Electric, LeapFrog, Roche, Puritan Bennett, Genesys, Alcatel Lucent, Chevron, Wells Fargo, Jelly Belly Candy Company, Jose Cuervo, Pacific Bell/SBC, PeopleSoft, San Francisco Opera, Cisco, Siemens, Westin Century Plaza, and countless others.

Imelda has garnered Gold & Best in Show Awards from the American Association of Advertising Agencies (ADDYS), The San Francisco Show, the San Francisco Ad Club and International ECHO Awards.

She is on the board of the San Ramon Arts Foundation as VP of Marketing, a parent volunteer on the Special Needs Committee and the Community Advisory Committee for the San Ramon Valley School District, and is the Leadership Forum 2nd Vice Chair Global Service Team for the Women's Business Enterprise National Council (WBENC).

She holds a BFA, Advertising from the Academy of Art University and a liberal arts degree from the University of San Francisco. In 2012, she was selected to participate in the Tuck-WBENC Executive Program taught at the Tuck School of Business at Dartmouth and then was selected to participate in the Tuck-WBENC Strategic Growth Program in 2017.

<http://www.insurance.ca.gov/diversity/>